

Message Text

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AMEMBASSY BRASILIA

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FROM COMMERCIAL COUNSELOR

E.O.11652: N/A
TAGS: BEXP, BR
SUBJECT: CATALOG SHOW AT FENAM '78, CURITIBA

REF: USDOC 05000
BRASILIA 0859

1. WE APPRECIATE AUTHORIZATION OF \$4,200 FOR SPACE RENTAL AT THE FENAM WOOD-WORKING MACHINERY FAIR TO BE HELD AT CURITIBA (PARANA) IN OCTOBER. THE SPACE RENTAL CONTRACT HAS BEEN SIGNED AND PAYMENT WILL BE MADE ON PRESENTATION OF AN INVOICE BY THE SHOW ORGANIZER.

2. WE ARE SOMEWHAT PUZZLED BY THE TITLE GIVEN TO THE CATALOG SHOW BY USDOC 05000, "FOREST RESTORATION AND CONSERVATION EQUIPMENT". WHILE THIS CATEGORY OF EQUIPMENT DOES COME WITHIN THE SCOPE OF THE FENAM EXHIBITION AND WILL BE OF INTEREST TO MANY OF THE VISITORS, THE MAIN EMPHASIS OF THE FAIR AND THE PRIMARY INTEREST OF THE MAJORITY OF THE VISITORS WILL BE EQUIPMENT FOR THE INDUSTRIAL PROCESSING OF WOOD RATHER THAN FORESTRY. THE USDOC CATALOG SHOW SHOULD THEREFORE NOT BE LIMITED TO ONE SUBSECTOR BUT SHOULD COVER THE ENTIRE RANGE OF PRODUCTS BEING EXHIBITED AT FENAM, INCLUDING ALL

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TYPES OF WOOD-WORKING MACHINERY, PLYWOOD-MAKING MACHINERY, ETC. WE HAVE CHOSEN AS THE NAME OF THE US CATALOG SHOW "WOOD WORLD USA" AND WILL USE THIS TITLE ON OUR GRAPHICS AND HANDOUTS. THIS TITLE WILL BE GENERALLY UNDERSTOOD IN BRAZIL, WILL BENEFIT FROM THE CURRENT FAD FOR ENGLISH NAMES AND TRADEMARKS IN THIS COUNTRY, AND WILL COVER THE ENTIRE RANGE OF PRODUCTS WE WISH TO PROMOTE.

3. EQUIPMENT EXHIBITED AT THE SIXTH FENAM IN OCTOBER 1977 INCLUDED THE FOLLOWING: MILLING, SANDING, PLANNING, DRILLING, CUTTING, STAPLING AND SHARPENING MACHINES, WOOD DRYING OVENS, PLYWOOD-MAKING EQUIPMENT, INCLUDING GLUE-SPREADERS AND HYDRAULIC PRESSES, CIRCULAR AND BAND SAWS, MECHANICAL PULP AND PAPER-MAKING MACHINERY, PAINTING EQUIPMENT, STACKERS, FOREST TRACTORS, LOADERS, WINCHES, LOG-MARKING AND NUMBERING EQUIPMENT, LOG TRANSPORTERS, DEBARKING MACHINES, CHIPPERS. USDOC SHOULD ATTEMPT TO RECRUIT PARTICIPANTS IN ALL THE ABOVE CATEGORIES. HOWEVER, SINCE MOST BASIC TYPES OF WOOD-WORKING MACHINES ARE ALREADY PRODUCED IN BRAZIL, EMPHASIS SHOULD BE GIVEN TO US FIRMS WITH PRODUCTS INVOLVING TECHNOLOGICAL ADVANCES.
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